

B2
said system configured to profile results of the marketing campaign against said user defined models.

A2
Cont
C1
Contd
12. (once amended) A system according to Claim 11 further configured to assign a score to results of the marketing campaign.

13. (once amended) A system according to Claim 11 further configured to compare accounts targeted by the marketing campaign against those accounts not targeted by the marketing campaign.

15. (once amended) A system according to Claim 11 further configured to ensure that the marketing campaign is reaching a targeted population base.

A3
C1
Contd
16. (once amended) A system according to Claim 11 further configured to capture graphically, clusters of data built using statistical procedures.

17. (once amended) A system according to Claim 11 further configured to construct gains charts from user defined models and campaign results.

18. (once amended) A system according to Claim 11 further configured to rank order user defined segments.

Remarks

The Office Action mailed April 9, 2002 has been carefully reviewed and the foregoing amendment has been made in consequence thereof. Submitted herewith is a Submission of Marked Up Claims, a Request for Approval of Drawing Change, and a Request for Approval of Formal Drawings. Also submitted herewith for approval are formal drawings.

Claims 1-9, and 11-20 are pending in this application. Claim 10 has been cancelled. Claims 1-20 stand rejected.